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“Bulbs, Flowers and Friends”

F. M. PALMITER & SON

Gladiolus, Peonies, Iris, Phlox, Tulips

Cor. Highland Ave. and North Pine St.

JANESVILLE, WISCONSIN



1932

Special Gladiolus Bulb Sale

We cannot all afford to pay \$5.00, \$10.00, \$25.00 or even \$1.00 for a new and promising variety of Glads, but one might spare 10c or perhaps \$1.00 for a bulblet, that with proper care might give you a small bloom the first year and a nice bulb for next season. By peeling the bulblet and planting it in a small pot or dirt band in March or April and get it well started by the time the garden is ready to plant, then turn out of pot or remove the dirt band without disturbing the roots and planting in the ground, they give splendid results.

The following varieties: 5c each; 50c per dozen; 1 dozen mixed not labeled 40c; bulblets 10c per 100, 75c per 1000.

Alice Tiplady, Empress of India, Halley, L. M. Foch, Frances King, Summer, Schwaben and Maiden's Blush.

The following varieties 8c each; 75c per dozen; 1 dozen mixed, not labeled 65c; medium sized bulbs 40c per dozen; bulblets 15c per 100, \$1.00 per 1000.

Chateau Thierry, Evelyn Kirtland Goliath, Herada, Mrs. F. Pendleton, Pink Perfection, Prince of Wales, 1910 Rose.

The following varieties 10c each; \$1.00 per dozen; 1 dozen mixed not labeled 90c; Medium 5c each, 50c per dozen; small 3c each, 30c per dozen; bulblets 20c per 100, \$1.50 per 1000.

Golden Measure, Black Joe, B. L. Smith, Anna Eberius, Baron Hulot, Elora, Louise, Odin, Pink Wonder, Rose Ash, San Ausalmo Scarlano, Scarlet Princeps, Crimson Glow, Carmen Sylvia, Gold, Souvenir and Charlemagne, Golden King, Montezuma.

The following varieties 15c each; \$1.50 dozen; mixed, not labeled, \$1.25; medium 8c each, 75c per dozen; small 4c each, 40c per dozen; bulblets 25c per 100; \$2.00 per 1000.

Albania, Bengal Tiger, Scarlet Wonder, Henry Ford, Mrs. Leon Douglas, Orange Queen, American Beauty, Mrs. F. C. Peters, Thos. T. Kent, Willis E. Fryer and Mrs. G. W. Moulton.

The following varieties 25c each; \$2.50 per dozen; 1 dozen not labeled \$2.25; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

Beatriz Michelena, Katherine F. Hess, Pasadena, John T. Pirie, Giant Nymph, Jenny Lind, Wm. E. Badger.

GLADIOLUS BULBS

As advertised in Better Homes and Gardens, Country Gentleman and other papers.

1,000,000 Bulbs—Large 2c each, Medium 1c each, Baby Bulbs, 200 for \$1.00.

Most wonderful collection ever brought together, many Kunz, Kunderd, Diener, Austin, Bill and Coleman varieties. Many of these are ruffled and all colors of the rainbow.

Order as many as you wish.

Montbretia

Sun-loving bulbs in shades of yellow, orange and red, flowers from August to October. Their fine foliage and free-flowering arching sprays make them invaluable in the summer border or for cutting, and the best varieties make fine pot plants. In the table decorations that took 1st at the Wis. State Fair, Montbretia were used quite extensively, and were admired by every one.

Red or yellow separate or mixed \$1.00 per doz.

F. M. PALMITER & SON
Gladiolus, Peonies, Iris, Phlox, Tulips

Cor. Highland Ave. and North Pine St.

JANESVILLE, WISCONSIN

Flower Seeds

All of the following varieties, 10 cents per package.

Giant Beauty, A wonderful new Aster, somewhat of the Crego and Beauty type, but practically non-lateral, producing flowers of immense size.

The Sunshine Aster—Improved Anemone Flowered. One of the most attractive novelties. The plants are sturdy and strong.

Mixed Asters—All classes and colors mixed in great variety.

Dahlia Flowered Zinnia—This new Dahlia Flowered type of Zinnia is one of the greatest improvements in the development of the Zinnias yet produced.

Seven named varieties in a grand mixture.

Salpiglossis (Velvet Trumpet)—Emperor, Superb large flowering strain in a wonderful variety of rich velvety colors.

Larkspur—Annual, tall stock flowered. Nothing can surpass the beautiful and much improved annuals for beauty, grandeur, profusion of bloom and ease of culture.

Scabiosa—Commonly known as the Pincushion Plant. The flower stems are long and the blossoms keep well in water.

Chinese Forget-Me-Not—This is a recent importation from China. It grows 18 inches to 2 feet high and branches out about the same width.

Morning Glory—Heavenly blue, annual climber, 15 feet high, a wonder.

Shasta Daisy—Burbank's.

Snapdragon—Jennie Snyder. Best pink ever produced.

Star Phlox—Mixed colors.

Calliopsis—Special Mixed.

Celosia Spicati—Fine in winter bouquets.

Gaillardia—Perennial.

SPECIAL OFFER

10 Packages of the above seeds 50c

You select 5 and we select the other 5.

Petunias—Diener's Ruffled Monster, Pkg. 25c.

F. M. PALMITER & SON, Janesville, Wisconsin

Newer Varieties of Gladiolus

SIZES

It seems that the majority of people who buy bulbs do not understand the sizes. Commercially they are listed from No. 1 down to No. 6, and recently some growers on new high priced varieties are listing a No. 7, which usually is no better than a large bulblet, if peeled, and sometimes not so good. We are listing our bulbs this year in three sizes, as follows:

Large—These are 1 inch and average about $1\frac{1}{4}$ inches. Many much larger, according to variety. These should all produce from 1 to 3 spikes of bloom, and for each spike you get a bulb.

Medium are $\frac{3}{4}$ to 1 in. and should all give good blooms, but a week or two later.

Small will average over $\frac{1}{2}$ in. in size and if planted early and given good care many of them will bloom this year, but will be still later than the medium and not so large a bloom, and will give you nice medium and large bulbs for planting next year.

The sizes are abbreviated L. for Large, M. for Medium, S. for Small.

Corunna—A strikingly unusual flower. The soft garnet red blossoms are large with widely spreading, pointed petals. Large almost coal black blotches bordered with white, combine to make this an extraordinary flower. Sort of reminds one of a Navajo blanket. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

NEW GLADIOLUS “SPIRIT OF ST. LOUIS”

An unusual, distinctly new color combination difficult to describe, but a color which, when all have seen, have instantly fallen in love with. According to Ridgeway's, the color is carrot red on salmon buff. It is one of the odd colors in the peculiar class with Rose Ash and I think it will be in the same great demand. The flowers are perfectly placed on the spike, having eight to ten flowers open at once and between four to five inches in diameter. The spikes are from four to five feet tall. I think it is one of the best Gladiolus novelties which has come out in the last few years and will be in great demand when people have seen it. The price is lower than any other new variety out. It's a winner.

Large \$1.00; medium 75c; bulblets 10c each.

Gertrude Errey—Long graceful spikes of shell pink flowers that shade almost white at center, spot of deeper color in throat. Many open, tip bud blooming as well in water as the first. A

lovely thing. Large 50c each, \$5.00 per dozen; medium 25c, \$2.50 per dozen; small 15c, \$1.50 per dozen; bulblets 5c each, 50c dozen.

Marmorata. (Errey) Sport of Emile Aubrun. The same in habit and growth and propagating qualities, but a wonderful gray color with pale purplish blotch. Eight to ten or more open. One of the very finest glads in the whole list and bound to become immensely popular. Large \$1.50, small \$1.00; medium 50c; bulblets 15c each.

Gold Eagle (G.) A rich, deep yellow of early blooming habit. The flowers are of medium size, with petals of good substance that are slightly ruffled. A vigorous grower and a good propagator. Large 50c each, \$5.00 per dozen; medium 25c each, \$2.50 per dozen; small 15c each, \$1.50 per dozen; bulblets 5c each, 50c per dozen.

Wm. G. Badger. (Metzner) Very large light salmon rose. Throat cream specked with ruby. Fine. Very showy as nearly all the flowers are open at a time. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

Indian Summer. (K) Large massive lavender. Very heavy spike and plant. A wonderful variety but very late. Large 50c each, \$5.00 per dozen; medium 25c each, \$2.50 per dozen; small 15c each, \$1.50 per dozen; bulblets 5c each, 50c per dozen.

Tycko Zang (Austin) Immense salmon-pink blooms, free bloomer, heavy propagator. Advertised as the Salmon Wonder Gladiolus. A prize winner wherever exhibited. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 25c.

Dr. Nelson Shook. A giant in plant and flower. Deep Tyrian rose color. Has been awarded many first prizes at the National Shows. Large 75c each, \$7.50 per dozen; medium 50c each, \$5.00 per dozen; small 30c each, \$3.00 per dozen; bulblets 10c each.

Jane Addams. Soft phlox pink, white throat. Very large flowers of a wonderful clear soft color. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature. Medium tall. Was shown for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and was the center of attraction there. Large \$1.00 each, \$10.00 per dozen; medium 50c each, \$5.00 per dozen; small 25c each, \$2.50 per dozen; bulblets 10c each \$1.00 per dozen.

Pfitzer's Triumph (Pfitzer). Immense flowers of orange salmon with small, velvet red blotch. Very showy. A sensational Glad. Large \$1.50 each; medium 50c each; small 25c each, \$2.50 per dozen; bulblets 15c each.

Heavenly Blue (Pfitzer). About the clearest, softest and nearest blue of any Glad on the market. Tall spikes with many large, well opened blooms. Large 4.00 each; medium \$2.00 each; small \$1.00 each; bulblets 25c each.

Mary Jane. A wonderful plain petaled variety. A beautiful silvery pink with a light lavender sheen. Delicate, clear throat and many large, perfectly placed flowers open at a time. Large \$1.50 each; medium \$1.00 each; small 60c each; bulblets 15c each.

J. A. Carbone. Immense flowers of glowing orange salmon. Throat yellow. Tall erect spikes. Surely a gorgeous "glad." Recommended. Large 15c each, \$1.50 per dozen; medium 8c each, 75c per dozen; small 4c each, 40c per dozen; bulblets 100 for 25c.

Williamson, E. B. Color a deep mallow purple or tyrian pink. An unusual color which attracts much attention. A rare color in the Gladiolus and very desirable for floral uses. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

Break O'Day. LaFrance pink, flushed over cream. Edges deeper pink. Zone of yellow on lower petals. Good size, very early and rapid propagator. Large 15c each, \$1.50 per dozen; medium 8c each, 75c per dozen; small 4c each, 40c per dozen; bulblets 100 for 25c.

Tyrian Beauty. Dark American Beauty color. Tall spike. Several large blooms open. Very popular. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

Richard Diener. Shell pink, golden throat sprinkled with ruby. Eight to ten blooms open at once. Large 15c each, \$1.50 per dozen; medium 8c each, 75c per dozen; small 4c each, 40c per dozen; bulblets 100 for 25c.

Veilchenblau. (Pfitzer) Tall large dark blue. The finest dark blue on the market. Large \$1.00; medium 50c; small 25c; bulblets 10c each, \$1.00 per dozen.

Tiger. Mid-season. Tall, splendid plant with large, perfectly placed, wide open flowers of remarkable tiger-like markings. Ground color of deep smoky-blue. Outer edges of petals of finest salmon-red flaking. Throat a beautiful red with outer portion of blotches white. Large 50c each, \$5.00 per dozen; medium 25c each, \$2.50 per dozen. Small 15c each, \$1.50 per dozen; bulblets 5c each, 50c per dozen.

Mr. W. H. Phipps (Diener). Beautiful La France pink, overlaid light salmon rose. Lower petals faintly streaked and dotted ruby. Flowers are enormous, ten or more being open at one time.

The plant is tall and flower spike long. Large 25c each, \$2.50 per dozen; medium 15c each, \$1.50 per dozen; small 8c each, 80c per dozen; bulblets 10 for 15c, 100 for \$1.00.

Minuet. Beautiful pure, clear lavender, good size, fine placement, heavy substance and strong, straight stems. A flower of great elegance and beauty. Large \$1.00 each; medium 75c each; small 50c each; bulblets, large 15c each.

Purple Spot. Large violet-red with very conspicuous dark blotches. Early, showy. Large 10c each, \$1.00 per dozen; medium 5c each, 50c per dozen; Small 3c each, 30c per dozen; bulblets 100 for 25c.

To Our Southern and West Coast Customers:

We have had difficulty in filling some of your orders in time for spring planting on account of difference in seasons.

When it is warm and balmy and time for you to plant, we are still bound up in snow and ice and it is unsafe to make shipment from here, for fear of freezing in transit.

We have reorganized our shipping department so we can send your order in the fall and can guarantee safe shipment up to December 1st.

You will then be in shape to take advantage of the first nice weather in the spring to get your garden going.

Cordially,

F. M. PALMITER & SON.

GREAT WHOLESALE OFFER IRIS

If you desire to make a nice border of Iris along your front walk or any other place, now is a good chance to do so. We will send you—prepaid to your door—strong healthy divisions, many varieties, colors and shades of colors. 25 for \$1.50; 100 for \$5.00.

A grand surprise is in store for you when they bloom and you see what a beautiful assortment it is.

Order early, as supply is limited.

PEONIES

If interested, send for our complete descriptive catalogue.

Special Offer

Three strong, 3 to 5 eye divisions one each. White, Pink, and Red. All beautiful standard varieties. Regular retail value \$2.50; \$1.50 prepaid.

GLADIOLUS SEED

We have a nice lot of seed selected from the larger and most expensive varieties, put up in three sized packages. 25c, 50c and \$1.00.

HARDY PERENNIALS

Achillea, The Pearl—Strong, showy heads of pure white double flowers, borne in great profusion. June to September.

Beautiful in sprays and bouquets. Multiplies very rapidly.
25c each; \$2.50 doz.

BUTTERFLY BUSH

Buddleia (Butterfly Bush)—This is properly a shrub, but the top usually freeze back, and new growth starts from the root like other perennials. Plants grow three to four feet and are covered with long racemes of lilac-like flowers in July. The best location is in good, rich well-drained soil in a sunny situation. It attracts the butterflies, and as many as fifty have been counted about a plant in a single afternoon. Strong plants 50c; \$5.00 per doz.

Coreopsis Grandiflora—Splendid plant, rich golden yellow flowers from early summer until fall. 25c each; \$2.50 doz.

DELPHINIUM

Delphinium—There is no hardy plant that will give more pleasure than the Delphinium, and none that has a longer period of bloom. There are every shade of blue imaginable, and unless it is a plant that has been divided there will be no two exactly alike.

Fall is the best time to plant them, but they can be planted in early spring, and all will bloom the first season. Strong plants, 25c each, \$2.50 per dozen.

LIATRIS

Pycnostachya—The popular name of this plant is Kansas Gay Feather. Nothing can be planted that will attract more attention on account of its unusual appearance, but it is beautiful as well as odd. It blooms in midsummer and throws up long narrow spikes of rich purple flowers, which last a long time. A peculiarity of this plant is its attraction for butterflies. Strong plants 25c; \$2.50 per doz.

JAPANESE LANTERNS

(*Physalis Francheti*)

An ornamental plant that has recently come into popular favor for the decorative value of its brilliant orange-scarlet lantern-shaped fruit pods. This is a Perennial. Good 5-eyed division. 15c-\$1.50 Doz. Use for winter decoration.

PERENNIAL SPECIALS

Yearling plants or good divisions, each variety labeled:

6 Delphinium	-	-	-	-	-	\$1.00
6 Liatris, Blazing Star	-	-	-	-	-	1.00
6 Phlox, no two alike	-	-	-	-	-	1.00
10 Japanesse Lantern Plants	-	-	-	-	-	1.00
3 Tritomas	-	-	-	-	-	1.00

Hardy Phlox

We know of no other plant that will give the long continued bloom with such a beautiful display of colors and shades and fragrance with so little work and care and so small an outlay of money.

We here submit a list of those we have found best. Price 25c each; 2.50 per doz. unless otherwise marked.

Champs Elysees—Fine, rich crimson.

Eclareur—Brilliant rosy magenta. Lighter halo. 32 in.

Luster—Light pink.

Miss Lingard (Suffruticosa)—Pure white; the earliest of all. Blooms all summer; good for cut flowers.

Mrs. Jenkins—A very free flowering early variety of medium height producing immense panicles of pure white flowers.

Pink Beauty—(Tall). An enormous spike of beautiful pale pink flowers; very fine.

Richard Wallace—(Dwarf). White, violet-carmine center.

Rhynstrom—Beautiful rosy-pink color not unlike that of Paul Neyron rose. A good strong grower and very free flowering.

R. P. Struthers—Bright rosy-carmine, with claret-red eye.

Siebold—Orange scarlet, crimson center.

Widar—Violet blue with pure white eye. Fine.

A FEW NEWER ONES

Elizabeth Campbell. Bright salmon pink with lighter shadings and dark red eye; one of the handsomest and most attractive.

35c each; \$3.50 per doz.

Mrs. Charles Dorr—A beautiful shade of lavender.

35c each; \$3.50 per doz.

Wanadis—Lilac with violet red eye. 35c each; \$3.50 per doz.

Baron von Dedem—Brilliant orange-scarlet with immense trusses and individual flowers. 40c each; \$4.00 per doz.

Mrs. Milly von Hoboken (new)—Pure soft pink without eye; large flower on long erect stems. 60c each; \$6.00 per doz.

Feuerbrandt (Firebrand)—Enormous trusses of clear orange scarlet. The largest of this color. 36 in. 40c each; \$4.00 doz.

Tritoma—Everblooming Pfitzerii

One of the grandest bedding plants ever introduced. Equal to the Cannas for attractiveness. Usually bloom from July to frost, and will stand quite a hard frost and continue to bloom. Plants are perfectly hardy in open ground all winter south of Philadelphia; further north they must be protected or wintered in a cellar like the ordinary Tritoma. Just bury the roots in sand; nothing more is required. Should be planted out very early in spring, and will commence growth and bloom at once, growing larger and finer every day. It is fine for cutting and the beautiful long spikes will keep for some time in water. It always creates a sensation wherever shown. Strong plants. 50c each.

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